

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is happy to announce that Alice Kline, noted food and *
 * home economics expert, has joined its staff as Food Editor. All news and infor- *
 * mation concerning food and allied fields should be sent to HOME FURNISHINGS CAL- *
 * ENDAR, 9 East 46th Street, New York 17, N.Y., for free listing, up to six weeks *
 * in advance of the date of publication. *

* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous. *

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 17 Luncheon	MONTHLY LUNCHEON HF. John Gerald, interior decorator and merchandising style consultant, will be the guest speaker at this luncheon. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Penna.	HOME FASHIONS LEAGUE	DRAKE HOTEL, PHILA.
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON HF. A consumer panel of three will tell the experts what customers do and do not like about home furnishings, advertising and editorial presentation. Contact: Ethel Kremer, Fashion Group, Inc., 9 Rockefeller Pl., N.Y. 20, N.Y.	FASHION GROUP, INC.	HOTEL BILTMORE
Thursday May 17 2:30 P.M.	SPECIAL TOUR HF. A special tour of the Lightolier Factory in Jersey City has been arranged for members of the Residence Lighting Forum, their guests and members of the Illuminating Engineering Society. This tour will include the design and model making departments, all metal fabricating and finishing sections, lamp shade and glass bending departments and the final assembling and packaging areas. Refreshments will be served in the cafeteria after the tour. Fare for round trip, \$1. Bus leaves Port Authority Bus Terminal at 2:30 P.M. For reservations call: Berlon Copper, Mc-Graw-Hill, 330 West 42nd St., LO. 4-3000. Publicity: Winonah Murphy, JU. 6-2424.	RESIDENCE LIGHTING FORUM	LIGHTOLIER FACTORY
Thursday May 17 5:00 P.M.- 7:00 P.M.	PRIVATE PRESS SHOWING HF. A showing for the press, by invitation only, will be held to introduce "Accent on Alabaster", a collection of modern alabaster lamps designed by Tempestini. Included are obelisks, non-objective forms and abstracts with especially coordinated shades in shantung, chiffon, taffeta and poly-plastics. Publicity: Nathan Mandelbaum, Alfred Auerbach Associates, 130 West 57th Street, CO. 5-7805.	LIGHTOLIER, INC.	11 EAST 36TH STREET
Thursday May 17 Just out	NEW WALLPAPER HF. A new, three dimensional wallpaper designed by Ted Muller of Muller-Barringer, is now available. It is called "Bookshelves" and represents tiers of shelves filled with books and ornaments. It gives a feeling of greater space to cramped quarters. Publicity: Philip Schuyler, MU.3-7950.	F. SCHUMACHER & CO.	60 WEST 40TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 17 Going on	NEW OFFICES <u>HF.</u> This organization has just moved to new office space in Room 309 at the above address. The telephone answering service has been discontinued. If you receive no answer, please call again. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE, INC.	141 EAST 44TH ST.
Thursday May 17	SCIENTIFIC CHAIRS <u>HF.</u> A line of chairs, designed by Bengt Akerblom who devoted three years to the study of what makes a comfortable seat, is now available at this concern's showrooms. Mr. Akerblom's findings show that a low seat, and room to change position are two of the most important factors. Publicity: John Kelly, CO. 7-3875.	SWEDISH MODERN, INC.	675 FIFTH AVENUE
Thursday May 17	REGISTRATION FOR COURSES <u>HF.</u> Registration is now open for the 4 month summer session in Interior Decoration at this school. Contact: Ethel Traphagen, CO. 5-2077.	TRAPHAGEN SCHOOL	1680 BROADWAY
Friday May 18- May 22	ANNUAL EXHIBITION <u>HF.</u> The annual exhibition of this school will be open Friday and Saturday, 10 A.M. to 5:30 P.M. Sunday 1 to 6 P.M. Monday and Tuesday 10 A.M. to 10 P.M. Monday evening is Alumni night but the public is invited. Contact: Secretary, PL. 8-2943.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Friday May 18- May 25	EXHIBIT: STUDENT WORK <u>HF.</u> An exhibition of student work and miniature rooms at the Whitman School of Interior Decoration and Design will be held during this period. Hours: 1:30 P.M. - 8:30 P.M. Contact: Whitman School, TR. 3-1200.	WHITMAN SCHOOL	170 RIVERSIDE DR.
Friday May 18- May 26	ANNUAL EXHIBITION <u>HF.</u> The annual showing of the work of students of Interior Decor and Window Display will be held from 10 A.M. to 9 P.M. daily; Saturday, 10 A.M. to 5 P.M. Contact: Ethel Traphagen, CO. 5-2077.	TRAPHAGEN SCHOOL	1680 BROADWAY
May 18- May 27	F. NATIONAL PICKLE WEEK. SPONSOR: NATL. PICKLE PACKERS ASSN., 1012 NO. BOULEVARD, OAK PARK, ILL.		
May 19- May 27	M. SWEDISH INDUSTRIES FAIR, GOTHENBURG, SWEDEN. CONTACT: JOHN E. BUCK & CO., 47 BREWER ST., PICCADILLY, LONDON W. 1, ENG.		
May 19- May 27	<u>HF.</u> NEW ORLEANS HOME SHOW, NEW ORLEANS, LOUISIANA. <u>NOTE CHANGE OF DATE.</u> CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
May 20- May 23	<u>HF.</u> WESTERN 5¢-10¢ VARIETY STORE SHOW, CIVIC AUDIT., SAN FRANCISCO, CAL. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 20- May 25	<u>HF.</u> NEW YORK STATIONERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: WM. E. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.		
May 20- May 26	M. WORLD TRADE WEEK. SPONSOR: U. S. CHAMBER OF COMMERCE, 1615 H ST., N.W. WASHINGTON, D.C.		
May 20- June 30	M. DESIGN IN INDUSTRY EXHIBIT, INSTITUTE OF CONTEMPORARY ART, BOSTON, MASS. CONTACT: T. S. JONES, INST. OF CONTEMP. ART, 138 NEWBURY ST., BOSTON, MASS.		

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, MAY 21, 1951

Monday	CHINESE SILVER	CHINA INST. IN AM.	125 EAST 65TH ST.
May 21	<u>HF.</u> An exhibition of ancient Chinese silver, the first ever to be held		
5:00 P.M.-	in this country, will open at this time. Art objects from the collec-		
7:00 P.M.	tions of leading art centers and individuals all over the country will be		
	shown. They represent 1700 years of Chinese history and mark the silver		
	anniversary of China Institute. The exhibit will be open to the public,		
	Tuesday May 22 - June 21, 9 A.M. to 5 P.M. Mondays through Fridays.		
	It may be seen now by appointment. Contact: Miss Ursula Totschek,		
	RH. 4-8181.		
Monday	NEW LINE SHOWN	LEWITTES & SONS	171 MADISON AVENUE
May 21-	<u>HF.</u> This concern will show its new line all through the week of May 21.		
May 25	In addition to the Lewittes furniture, the line of the Chesterfield Furn.		
	Co., a subsidiary, will also be shown. There are seven different price		
	groups in the collection. Contact: Harold Strasser, MU. 4-2255.		
Tuesday	PRESS BRUNCH TO	STANDARD COATED PRODUCTS	PENTHOUSE
May 22	SHOW NEW FALL LINE	DIV. INTERCHEMICAL CORP.	432 WEST 45TH ST.
9:15 A.M.	<u>HF.</u> A brunch party will be held for the press to introduce the new fall		
Brunch	line of Sanitas wallcoverings. All interested members of the press are		
	invited to attend the gathering by written invitation only. Contact:		
	Mr. David Douglas, Standard Coated Products, MU. 7-4900; G. K. Dahl,		
	PL. 7-8476.		
Tuesday	OPEN HOUSE FOR PRESS	KATHI URBACH	WESTPORT, CONN.
May 22	<u>HF.</u> An open house for the press, by invitation only, will be held to view		
1:00 P.M.	the newly decorated Kathi Urbach Shop, Boston Post Road, Westport, Conn.		
Luncheon	In addition to Miss Urbach's decorative art accessories, carefully selec-		
	ted gift suggestions by such artists as Hardie, Florence, James Stark		
	Weather and Harold Sitterle will be on display and sale. Prices from \$1		
	up. Luncheon promptly at 1 P.M. Contact: Mr. Ball, Kathi Urbach Studios,		
	Westport, 2-5914. Publicity: Frances Carter Scott, OR. 5-3815.		
Tuesday	NEW SHOWROOM	S. CHRISTIAN OF	SHOWROOM, SUITE 1501
May 22	AND NEW IMPORTS	COPENHAGEN, INC.	212 FIFTH AVENUE
4:00 P.M.	<u>HF.</u> New imports from Denmark, Sweden, Switzerland, Germany and France		
	comprising stemware, dinnerware, sterling flatware and holloware, por-		
	celains, bronzes, tiles, and so forth will be on display in this new		
	showroom. Contact: Miss Doreen, MU. 6-5190.		
Tuesday	COCKTAIL PARTY FOR PRESS	TITUS BLATTER	261 FIFTH AVENUE
May 22	<u>HF.</u> A cocktail party for the press by invitation only will be held on		
5:00 P.M.-	this date to introduce a new fabric. Publicity: Harold J. Seisel, 424		
7:00 P.M.	Madison Avenue, PL. 3-3790.		
Wednesday	PRESS BREAKFAST	RICHARD E. THIBAUT	44 EAST 53RD STREET
May 23	<u>HF.</u> A breakfast for the press, by invitation only, will be held to view		
9:30 A.M.-	the new showroom and executive offices of this concern. On display will		
11:30 A.M.	be four new hand-painted scenics by Count Bernard de Perthuis. Contact:		
Breakfast	Mr. Richard Mackay, PL. 9-1260; Publicity: Marion Cox Stoker, MA. 3-7964.		
	(Newark).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 23 9:30 A.M.- 11:30 A.M.	PRESS PREVIEW <u>HF.</u> A "Morning Coffee" press preview of a "Fabrics and Flowers" show will be held on this date. The show will include flower arrangements for table settings, modern decor, antiques and so on to complement drapery and upholstery fabrics. Ruth J. Mack (Mrs. Walter S. Mack, Jr.) and Miss Jean Swanson, Directors; Publicity: Felice Maier, 550 Fifth Ave., PL. 7-6454.	FINE FABRICS & INTERIORS	14 EAST 55TH STREET
Wednesday May 23 12:15 P.M. Luncheon	SPRING LUNCHEON <u>HF.</u> The spring luncheon which heralds the promoting of Home Fashion Time will be held on this date in the Henrick Hudson Room. Master of ceremonies and speakers to be announced later. At this luncheon announcement will be made of the Home Fashion League's awards to the "Trail Blazers of 1951," and the Home Fashion League Trends Bulletin, featuring articles and art work by authorities in many home furnishings fields, will be distributed at \$2 a copy. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Wednesday May 23 4:30 P.M.- 7:30 P.M. Cocktails	COCKTAIL PARTY <u>HF.</u> A cocktail party for architects, interior decorators and designers and other friends in the trade will be held, by invitation only, to view the new showrooms and offices of this concern. On display will be four new hand-painted scenics by Count Bernard de Perthuis. Contact: Mr. Richard Mackay, PL. 9-1260; Publ.: Marion Cox Stoker, MA.3-7964 (Newark).	RICHARD E. THIBAUT	44 EAST 53RD STREET
May 23- May 27	<u>HF.</u> SAN FRANCISCO WORLD TRADE FAIR, PALACE HOTEL, SAN FRANCISCO, CALIF. CONTACT: J. CLARENCE MYERS, PALACE HOTEL, SAN FRANCISCO, CALIFORNIA.		
May 24- May 25	<u>HF.</u> ANNUAL MEETING, SOC. OF PLASTICS INDUSTRY, GREENBRIER, WHITE SULPHUR SPRINGS, WEST VA. PUBLICITY: LANGDON P. WILLIAMS, MU. 7-2675.		
Friday May 25- May 29 10:00 A.M.- 5:30 P.M.	ANNUAL EXHIBITION <u>HF.</u> The annual exhibition of the work of the Design Department will go on display at the School Annex at the above address. The exhibit will be open until 9:30 P.M. on the opening day, May 25. Included in the exhibit will be scale models and renderings of residential and commercial interiors, fabrics and wallpaper designs, furniture and abstract design. Contact: Gilbert Werle, New York School of Interior Design, 515 Madison Avenue, PL. 3-0578.	N.Y. SCHOOL OF INT. DES.	119 EAST 54TH ST.
May 27- May 30	<u>HF.</u> WESTERN VARIETY STORE SHOW, OLYMPIC HOTEL, SEATTLE, WASHINGTON. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 27- June 31	<u>HF.</u> INTERNATIONAL CRAFT IND. EXH. AND CONGRESS, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N. Y.		

WEEK BEGINNING MONDAY, MAY 28, 1951

Monday May 28 5:30 P.M.	ANNUAL MEETING FOR ACTIVE MEMBERS ONLY <u>M.</u> Through the courtesy of the American Export Lines the N.Y. Chapter will hold its annual meeting on C Deck and tour the ship. For active members only; no guests. Contact: Helen Hutchins, EL. 5-3534.	AM. INST. OF DECORATORS 211 EAST 49TH STREET	SS. INDEPENDENCE PIER 84, 44TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 28- June 2	GLASS PROMOTION <u>HF.</u> A group of table settings featuring Imperial Glass Corporation's "Candlewick" pattern will be on display in the China and Glass Department of this store. The tables, styled by Emma Aubert Cole, table setting authority, will show the many pieces and their varied uses in this line of fine handmade table glassware. Contact for Imperial, Lucile Kennedy, Imperial Glass Corp., Bellaire, Ohio; Contact for F. & R. Lazarus, Mrs. Gwyneth Crawford, Home Furnishings Coordinator, F. & R. Lazarus, Columbus, Ohio.	F. & R. LAZARUS	COLUMBUS, OHIO
May 28- June 8	<u>M.</u> CANADIAN INTERNATIONAL TRADE FAIR, EXHIBITION GROUNDS, TORONTO, CANADA. CONTACT: C. C. HOFFMAN, DEP. ADM., EXHIBITION GROUNDS, TORONTO, CANADA.		
May 30	MEMORIAL DAY (DECORATION DAY) - WEDNESDAY.		
June 1-30	<u>F.</u> DAIRY MONTH. SPONSOR: NATL. DAIRY COUNCIL, 111 N. CANAL, CHICAGO, ILL.		
June 1- June 30	<u>F.</u> ICE CREAM FESTIVAL. SPONSOR: AMERICAN DAIRY ASSN., 20 N. WACKER DR. BLDG., CHICAGO 6, ILLINOIS.		
June 1- June 17	<u>HF.</u> GERMAN HANDICRAFT FAIR, MUNICH, GERMANY. CONTACT: M. HALBE, THEREIENHOLKE 14, MUNICH 12, GERMANY.		

ADVANCE DATES AND NOTICES

June 4- June 7	<u>M.</u> RADIO-TELEVISION MFRS. ASSN. NATL. MEETING, STEVENS HOTEL, CHICAGO, ILL. CONTACT: JAMES D. SECREST, 1317 F. ST., N.W., WASHINGTON, D. C.		
June 4- June 8	<u>F.</u> CONFECTIONERY INDUSTRY EXPOSITION, STEVENS HOTEL, CHICAGO, ILLINOIS. CONTACT: CLAPP & POLTAK, 341 MADISON AVENUE, NEW YORK, N.Y.		
June 4- June 8	<u>HF.</u> NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK. CONTACT: PAUL KORN, LUSTRON DRAPERIES, MU. 9-3561.		
Tuesday June 5	<u>HF.</u> MEETING OF UPHOLSTERED FURNITURE MANUFACTURERS ASSN, HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
June 5- June 9	<u>F.</u> INTERNATL. CONV. & EXP., NATL. ASSN. OF RETAIL GROCERS, NAVY PIER, CHICAGO, ILL. CONTACT: MRS. R.H. KIEFER, 360 N. MICH.AVE., CHICAGO 1, ILL.		
Tuesday June 5 4:30 P.M.- 7:00 P.M. Tea	ANNUAL SPRING PARTY <u>B;HF.</u> Awards will be made to winners of the Lighting Design Competition at this spring party to be held at the Architectural League. Party is open to everyone interested in attending. Tickets, \$1.85. Contact: Edith Buchholtz, Commercial Engineering, Westinghouse Lamp Division, Bloomfield, New Jersey. Publicity: Winonah Murphy, JU. 6-2424.	RESIDENCE LIGHTING FORUM	115 EAST 40TH ST.
June 6- June 9	<u>F.</u> NATL. CANDY WHOLESALERS ASSN., PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: C. M. McMILLAN, 1424 K ST., N.W., WASHINGTON 5, D. C.		
June 6- June 21	<u>HF.</u> ANTIQUE DEALERS FAIR & EXH. GROSVENOR HSE., PARK LANE, LONDON, ENGLAND. CONTACT: CAPT. C.S. PLATTS, ROOM 904 GROSVENOR HOUSE, PARK LANE W.1, LONDON.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 7- June 8	<u>M.</u> GENERAL MANAGEMENT CONFERENCE, A.M.A., WALDORF ASTORIA, NEW YORK, N.Y. CONTACT: J. O. RICE, 330 W. 42ND ST., NEW YORK 18, N. Y.		
June 9- June 24	<u>M.</u> PADUA INTERNATIONAL SAMPLE FAIR, PADUA, ITALY. CONTACT: SECRETARY VIA N., TOMMASEO 59, PADUA, ITALY.		
June 10- June 25	<u>M.</u> BORDEAUX INTERNATIONAL FAIR, BORDEAUX, FRANCE. CONTACT: FOIRE INTER- NATIONALE, 69 RUE FAIDHERBE PALAIS DE LA BOURSE, LILLE, FRANCE.		
June 10-11	SHABUOTH (JEWISH RELIGIOUS HOLIDAY).		
June 10- June 13	<u>AP.</u> 47TH ANNUAL A.F.A. CONVENTION, CHASE HOTEL, ST. LOUIS, MISSOURI. CONTACT: ADVERTISING FEDERATION OF AMERICA, 330 W. 42ND ST., NEW YORK 18.		
Thursday June 14 12:00 M. Luncheon	PRESS LUNCHEON AND 100TH ANNIVERSARY <u>M.</u> One hundred years of leadership in the manufacture of sewing machines for the home and industry will be celebrated. There will be educational, international and industrial exhibits and a dramatization of 100 years of sewing showing style changes throughout the century. By invitation only. Background material and photographs available in advance for publication with advance deadlines. Contact: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000.	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
June 14- June 24	<u>B.</u> CONSTRUCTION INDUSTRIES EXP. & HOMESHOW, PAN PACIFIC AUDIT., LOS ANGELES, CALIF. CONTACT: CARL F. KRAATZ, 315 W. 9TH ST., LOS ANGELES 15, CALIF.		
June 17	FATHER'S DAY.		
June 17- June 20	<u>F.</u> NATIONAL MEETING, INST. OF FOOD TECHNOLOGISTS, NEW YORKER, N.Y.C. CONTACT: C. S. LAWRENCE, 176 W. ADAMS ST., CHICAGO 3, ILLINOIS.		
June 17- June 22	<u>HF.</u> CHICAGO CURTAIN, DRAPERY, DOMESTICS & LINEN SHOW, HOTEL STEVENS, CHICAGO, ILL. CONTACT: NATL. EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 17-27	<u>HF.</u> LAMP SHOW, PALMER HOUSE, CHICAGO, ILLINOIS.		
June 17- July 3	<u>HF.</u> FIRST SEATTLE INTERNATL. JAPANESE TRADE FAIR, EDMUNDSON PAVILION, SEATTLE, WASHINGTON.		
June 18- June 28	<u>HF.</u> SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C. F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET <u>HF.</u> The annual summer market will be held on these dates. For the con- venience of visitors to the Merchandise Mart, a new direction finder has been installed on the 15th floor. Contact: News Bureau, Mdse. Mart.	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO ILLINOIS
Tuesday June 19 Cocktails	SPECIAL MEETING: "THE ITALIAN STORY" <u>HF.</u> Furniture, fabrics and decorations from New York as well as from Italy will be displayed. Meyric Rogers of Art Institute of Chicago will give a lecture illustrated by slides. Publicity: Mary Means, Carson Pirie Scott & Co., Chicago, Illinois.	FASHION GROUP, INC. CHICAGO, ILLINOIS	LIB. INTERNTL. REL. 351 EAST OHIO ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 21- June 23	<u>B.</u> CONFERENCE, AM. INST. OF ARCHITECTS; N.J. SOC. OF ARCHITECTS; ASBURY PARK, NEW JERSEY. PUBLICITY: SCHNALL & KRUG ASSOC., MU. 2-2657.		
June 24- June 25	<u>HF.</u> PANHANDLE MARKET SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, C/O CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
June 25	<u>E.</u> NATL. APP. & RADIO DIRS. ASSN. PARLEY, STEVENS HOTEL, CHICAGO, ILL.		
June 25- June 27	<u>E.</u> NATL. CONVENTION ASSOC. POT & KETTLE CLUBS, GEARHART, OREGON. CONTACT: CLARK WRIGHT, MEIER & FRANK CO., PORTLAND, OREGON.		
June 26- June 29	<u>F.</u> CONFERENCE, AMERICAN HOME ECONOMICS ASSN., PUBLIC AUDIT., CLEVELAND, OHIO CONTACT: MRS. GERTRUDE N. STIEBER, 700 VICTOR BLDG., WASHINGTON 1, D.C.		
Saturday June 30	CLOSING DATE FOR ENTRIES GROCERY MFRS. OF AMERICA 205 EAST 42ND ST. <u>F.</u> June 30 is the last date for publication of stories eligible for awards in the annual 1951 Life Line of America Trophy. All entries must reach GMA by July 16th. Publicity: Miss Flanley or Miss Woodward, Flanley & Woodward, MU. 3-3928.		
June 30- July 15	<u>M.</u> INTERNATIONAL TRADE FAIR, DETROIT, MICHIGAN. CONTACT: J. S. COLEMAN, BURROUGHS ADDING MACHINE CO., DETROIT, MICHIGAN.		
July 1- July 6	<u>HF.</u> NEW YORK SUMMER LAMP SHOW, HOTEL NEW YORKER, NEW YORK. CONTACT: GEORGE F. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.		
July 2- July 6	<u>HF.</u> ARMORY FURNITURE SHOW, 71ST REG. ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, CH. 4-0697.		
July 2- July 7	<u>HF.</u> NEW YORK FURNITURE MARKET, MANUFACTURERS' SHOWROOMS, NEW YORK (INCL. JULY 4). CONTACT: LOU SCHNEIDER, NEW YORK FURNITURE EXCHANGE, MU. 5-1160.		
July 2- July 7	<u>HF.</u> NEW YORK CARPET MARKET WEEK. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
July 9- July 13	<u>HF;E.</u> NATIONAL HOUSEWARES SHOW, AUDITORIUM, ATLANTIC CITY, NEW JERSEY. CONTACT: A. W. BUDDENBERG, 1402 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
July 9- July 13	<u>HF.</u> LOS ANGELES FURNITURE MARKET, L. S. FURN. MART, 2155 E. 7, LOS ANGELES. CONTACT: A. V. MACDONALD 2155 E. 7TH ST., LOS ANGELES 23, CALIF.		
July 9- July 21	<u>HF.</u> HIGH POINT SUMMER FURNITURE MARKET, EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURNITURE EXPOSITION BLDG., HIGH POINT, N.C.		

MUSEUM, GALLERY & GARDEN NEWS

Thursday	PRESS PREVIEW OF SILKS	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
May 17- Aug. 31	<u>HF.</u> A preview for the press has been held of the silks of the French Rococo period. The exhibit will open to the public on Thursday, May 17. Admission free. Hours, 9 A.M. to 5 P.M. Mondays through Fridays. Contact: John Kent Tilton, Curator, PL. 9-2070.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
	<u>MUSEUM, GALLERY & GARDEN NEWS (Cont'd)</u>		
June 6- June 10	G. PORTLAND ROSE FESTIVAL, PORTLAND, OREGON CONTACT: L. W. MALLET, 290 MULTNOMAH HOTEL, PORTLAND, OREGON.		
June 27- June 28	G. LILY SHOW, HORTICULTURAL SOC. OF N.Y., ESSEX HOUSE, NEW YORK CITY CONTACT: R. B. FARNHAM, PL. 7-1905.		

EDITORIAL REQUIREMENTS

For Hablemos del Hogar y de la Moda, 420 Lexington Ave., New York 17, N.Y.

Pictures and copy dealing with new products that have outstanding artistic merit, or interest based upon new materials and new designs are desired. These should preferably be products that might be sold in Latin American markets. This is a weekly newspaper supplement for women, distributed to leading newspapers of Caribbean and Central American countries. Address: Editor, at above address.

For "Compact," Parents Magazine, 52 Vanderbilt Ave., New York 17, N. Y.

This new pocketbook-size publication, a general service magazine for teen-age and twenties with a guaranteed circulation of 300,000 and 26 pages of advertising, will have its first (July) issue out on May 23. For the second issue it would like to receive pertinent material on home furnishings. Address Maxine Livingston, Home Making Editor.

For Metro Associated Services, Inc., 0 Madison Ave., New York 16, N.Y.

Second reminder: the 1951 edition of this service's annual Christmas Gifts Section for syndication to newspapers must go to press earlier than ever before. Tentative working deadline is June 15. Address Joseph A. Bernstein, Editor.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishing and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

* * * * *

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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